MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

DFC5117 FUNDAMENTALS OF COMMUNICATION THEORIES

(Diploma in Applied Communication)

03 OCTOBER 2022
2.30 pm – 4.30 pm
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** pages.
2. Answer **ALL QUESTIONS** in **Section A** and **TWO (2)** out of **THREE (3)** in the answer booklet provided.

SECTION A [20 MARKS]

Instructions: Answer **ALL** questions.

1) Shannon-Weaver (1948) proposed a model on communication process which elaborated on basic communication flow and environment.

   a) Briefly explain **SIX** elements of communication proposed by Shannon-Weaver (1948).

   (12 marks)

   b) Briefly describe **FOUR** forms of communication.

   (8 marks)

SECTION B [20 MARKS]

Instructions: Answer **TWO (2)** questions **ONLY.**

1) Agenda Setting Theory is used to explain media framing on social issues to further encourage public discussions.

   a) Define **THREE** types of agenda in the theory as proposed by McCombs and Shaw (1968).

   (6 marks)

   b) Briefly explain **TWO** elements that affect the process of agenda setting as proposed by McCombs and Shaw (1968).

   (4 marks)

2) McLuhan (1964) defined media ecology as a study of different personal and social environments created by use of different communication technologies.

   a) According to McLuhan (1964), media analysis of human history can be divided into a few periods. Briefly explained any **THREE** of the periods proposed by McLuhan (1964).

   (6 marks)

   b) Briefly explain **TWO** challenges in evaluating media ecology according to McLuhan (1964).

   (4 marks)

3) According to Blumer (1969), symbolic interaction is defined as an ongoing use of language and gestures in anticipation of how the other will react in a conversation

Continued...

a) Describe **THREE** main principles of symbolic interaction theory proposed by Blumer (1969).

(6 marks)

b) Looking-glass-self occurs when an individual is taking other people role in objectifying themselves. Based on the explanation, briefly explain **TWO** concepts of 'the self' as explained by Cooley (1902).

(4 marks)

End of Paper